



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

July 13, 2010

To: All Department Heads

From: William T Fujioka
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

2010 COUNTYWIDE EMPLOYEE RIDESHARE SURVEY

An integral and very key part of the County's Employee Commute Reduction Program (ECRP), commonly known as Rideshare, is the annual Rideshare survey, which provides information on how employees commute to work during a particular week. This data is used to calculate each site's Average Vehicle Ridership (AVR), which is a window into how effective we are at reducing employee solo commutes to work. The Countywide Rideshare surveys will be conducted between Monday, July 26, 2010 and Monday, August 30, 2010.

Beginning with the week of July 26, County departments will conduct the mandatory Rideshare survey in partnership with the Metropolitan Transportation Authority (Metro), utilizing the latter's online survey program to process survey results. Staff in the Chief Executive Office, Office of Workplace Programs, and Metro managers will meet with County Employee Transportation Coordinators (ETCs) during the survey period to review procedures and answer questions so that the survey process goes smoothly. Invitations to the survey workshops currently are being sent to all departmental ETCs.

The Rideshare survey, used to compute a site's AVR, is conducted annually and is required by the County's Trip Reduction Ordinance, County Code Chapter 5.90, and the South Coast Air Quality Management District (SCAQMD) Rule 2202, which governs our ECRP. Worksites with more than 100 County employees must select a week between July 26 and August 30, 2010 during which they will conduct the Rideshare AVR survey (Attachment).

For your information, worksites with more than 250 County employees will use the survey results to complete their annual Rule 2202 Trip Reduction Plans, which are due to SCAQMD by December 1, 2010.

It is very important for your employees to know that this survey is mandatory. With the exception of employees designated as temporary, seasonal, volunteer or field workers, all County employees must be surveyed if they report to the worksite between 6 a.m. and 10 a.m. Our goal is to achieve a survey response rate between 90 and 93 percent for each worksite to ensure the best possible AVR results. SCAQMD officials look for increases in AVR levels when reviewing County Rideshare Plans. Approval of the Rideshare Plans by the SCAQMD keeps

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the County ECRP in compliance with Rule 2202. It also prevents the County regulated sites from being penalized with fees for non-compliance, a situation we want to avoid during these challenging budget years.

For additional information, staff may contact Victoria Pipkin-Lane, Director, Office of Workplace Programs, at (213) 974-2495 or vpipkin@ceo.lacounty.gov.

Thank you, in advance, for your ongoing support of the County's Clean Air efforts, including Ridesharing.

WTF:BC:EFS
VPL:DLS:JA:acn

Attachment

c: Each Supervisor
 Deputy Chief Executive Officers
 Administrative Deputies
 Employee Transportation Managers and Coordinators

COUNTY TRIP REDUCTION PROGRAM

YEARLY TIMELINE OF EVENTS

2010

TASK OR EVENT	TARGET DUE DATE
ETC Spring Workshop	May 3, 2010
Countywide AVR Survey Workshops for ETCs: <ul style="list-style-type: none"> Sheriff Children and Family Services Health Services/Public Health All other County sites Public Social Services 	June 29, 2010 July 22, 2010 July 28, 2010 July 28, 2010 August 26, 2010
Select Survey Week (available dates at right) <ul style="list-style-type: none"> Determine total number of employees at site Determine total number of window employees at site (report between 6 a.m. to 10 a.m.) Notify CEO of selected survey week Distribute AVR Surveys at end of survey week Note: <u>Survey will not be valid if survey week includes a "Holiday" or if held during California Rideshare Week.</u>	July 26, 2010 August 2, 2010 August 9, 2010 August 16, 2010 August 23, 2010 August 30, 2010
Celebrate Southern California Rideshare Week	October 4 - 8, 2010
Rule 2202 Trip Reduction Plans Preparation Workshops	September/October 2010
Departments Submit <u>Signed</u> Plans to CEO	November 1, 2010
CEO Reviews Submitted Plans	November 1 - 30, 2010
CEO Delivers all Plans to SCAQMD	December 1, 2010